

TRADEMARK STANDING COMMITTEE

MINUTES

Annual Intellectual Property Institute
Grand Californian Hotel®
Disneyland
Anaheim, California

November 5, 2004

Call to Order 12:30 p.m. by Alison Grabell, Co-Chair

Present: Alison Grabell (Co-Chair), Michael Thomas (Co-Chair, by telephone), Matthew Powelson, Warren Dranit, Christopher Palermo, Lawrence Maxham, Neill Levy, Evelyn Martin, Jennifer Webber, Louis Bovasso, Loretta Sifuentes, Robert Gerber, Mary Harris, Ingrid Llewellyn (by telephone), Robin Day Glenn

DISCUSSION

Programs for 2004-2005

Mike Thomas updated the Committee on planning for the December 2004 telephonic brown bag lunch program, "Valuing Celebrity Trademarks and Other Rights in Business Transactions and Litigation". MCLE will be offered. The charge per attendee will be \$35.00. The Section will send an e-blast to all members announcing the program.

Warren Dranit discussed an interactive "Trademark Nuts and Bolts" program addressing key issues in trademark practice, targeted to new practitioners and to seasoned practitioners seeking a review of various issues. He and Ingrid Llewellyn will identify sponsors/hosts/facilitators in the LA and SF areas. We will have to devise hypotheticals as the basis for the discussions, focusing on practice issues and problem solving. The first program is tentatively scheduled for February or March 2005.

Ingrid Llewellyn proposed Section co-sponsorship of live programs with other Sections and organizations. Chris Palermo volunteered to assist in developing a proposal.

Report on SB 1150

Alison Grabell reported on the outcome of Committee and Section efforts to amend SB 1150 further before it was signed into law by the Governor. The Committee, through the Executive Committee, was unable to get approval for a letter to the Governor requesting that he veto the bill because there was not enough time to complete the required review process under the State Bar's legislative process. Alison noted that Larry Doyle, the State Bar's Chief Legislative Counsel, explained the process to Executive Committee members and Committee chairs at the Executive Committee meeting held on November 4, 2004. Bob Gerber, who has worked with Larry Doyle, offered to assist in any future efforts to renew discussions with the law's sponsors, in the new legislative session. Robin Day Glenn suggested discussing strategy options.

US Trademark Office in California

The Executive Committee decided not to schedule the "Trademark Office Comes to California" conference in 2005. It will probably be held again in 2006. Instead, Mary Harris and Chris Palermo volunteered to help plan a call-in with Director Jon Dudas and Acting Commissioner Lynne Beresford to discuss new initiatives, including electronic filing.

Visit to USPTO

Marry Harris proposed a visit to the USPTO. We understand that visits are a part of the IP Section's Washington trip, and we will follow up with Ben Borson.

California Trademark Office

Robin Day Glenn suggested establishing contact with the Trademark Unit of the California Secretary of State, for information exchange and program purposes.

Website Development

The Committee discussed ways to improve and update information about the Committee, its activities and membership opportunities on the IP Section website. Suggestions: post Committee meeting minutes, photos, articles, links to relevant information. We will work with Scott Hansen of the Executive Committee.

Future Committee Meetings

Matt Powelson suggested setting three dates on which the Committee can meet by conference call, to review progress and continue planning. Dates forthcoming.

Respectfully submitted,

Alison Grabell

Co-Chair